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West Virginia Library Commission (WVLC) Monthly Newsletter

[View this email in your browser](#)**Issue 82****April 2018**

In This Issue

- [Explore.Discover.Create](#)
- [From the Secretary](#)
- [Trustee Tips](#)
- [Commission News](#)
- [WVLC National Library Week Contests](#)
- [Philippi PL Health Exhibit](#)
- [WVLC Notices](#)
- [Library of the Future Fellowship](#)
- [Book of the Month](#)
- [Libraries Today](#)
- [Continuing Education](#)
- [Did You Know?](#)
- [Mark Your Calendars](#)

WVLC Unveils New Marketing Campaign

Explore.Discover.Create.



No one does these three things better than public libraries, and this is the theme for the West Virginia Library Commission's new marketing campaign. The WVLC will roll out the program at the WVLA Spring Fling on April 5 in Summersville.

"The goal of the campaign is to highlight how libraries help patrons of all ages explore their interests, discover new ideas, and spark their natural creativity," said Karen Goff, WVLC Executive Secretary. Posters and bookmarks focusing on the new theme will be available at Spring Fling. Plus, the WVLC will provide customizable creative materials for individual libraries.

Be sure to join the WVLC in reminding everyone about the power of public libraries with **Explore.Discover.Create!**

#ExploreDiscoverCreate #wvlibraries

From the Secretary

April 2018



I love the theme for this year's National Library Week. It is both a statement of fact and aspirational. When I first saw it, I thought about how libraries lead the way to literacy, self-knowledge and knowledge of others, community conversations, and new skills. Those are good thoughts, but the American Library Association is taking a more exciting and personal approach to the theme.

ALA is encouraging libraries to ask their patrons how the library led them to something of value in their lives. ALA is doing this on a national level with a chance for one randomly selected winner to receive a \$100 VISA gift card and a copy of "Firebird," the Coretta Scott King Award-winning book by Misty Copeland, 2018 National Library Week Honorary Chair.

I'm all for the national effort but think what you could do with this on the local level too. Think how powerful those stories could be in answering the ubiquitous "Are libraries still important?" question. Paulette Kirby, 2018 West Virginia Librarian of the Year, promoted her "I Love Libraries and I Vote" photo campaign all over Monroe County and brought it to the Capitol on Library Day. Think of the impact next year if every library included "my library led me to:" messages. What a great way to celebrate libraries and demonstrate their value.

WHERE DID THE LIBRARY LEAD YOU?



Tell us during National Library Week for a chance to win!

LIBRARIES LEAD
AL American Library Association
APRIL 8-14, 2018
NATIONAL LIBRARY WEEK

You can download printable PDFs here: [My library led the way to \(PDF\)](#); [The library led me to \(PDF\)](#). Graphics to promote Libraries Lead on your social media channels are available here:

- [Where did the library lead you graphic](#)
- [Animated GIF](#)
- [Video \(24 second loop\)](#)

I hope every academic, public, and school library in the state will join in this promotion. Be sure to let me know about all your National Library Week activities.



TRUSTEE TIPS

National Library Week

Jeanette M. Rowsey, WVLA Trustees Division Chair

From the latest issue of ALA's American Libraries magazine comes an article celebrating the 60-year history of National Library Week. The core focus of this annual tradition has been to improve literacy, support intellectual freedom and increase library funding. This year's theme for National Library Week, April 8-14, is "Libraries Lead." As times have changed, our focus shifts to emphasizing the leadership of library workers in our communities.

Take a moment to picture your community, your library, its patrons and workers as you reflect upon these quotes:

"Libraries literally aren't just a place to obtain books for free. They're one of the few public spaces left in our society

"The public library in our neighborhood was just across the street, and our father for whom cultural education was essential, took us there after meals. Each time we borrowed a stack of books and comics for the week. I believe it was at this time that I understood, even unconsciously, that there are at least two distinct forms of poverty ... The first one, of course is financial poverty: It is the one preventing us from meeting our basic needs ... The other one is more insidious because it undermines children's development at the base ... Fortunately for my brother and me, our parents understood that the library is precisely countering this type of poverty." - Bobby A. Aube, Guelph (Ont.) Mercury Tribune, January 16, 2018.

As public library trustees, let us find ways to recognize and amplify the essential role of libraries, not just the buildings but the "knowledge professionals" who change lives and make entire communities more whole and resilient.



Get Ready for the WVLA Spring Fling!



The West Virginia Library Association holds its annual spring conference at the Summersville Arena and Conference Center in Summersville, April 5th and 6th.

Here's what on tap:

Thursday, April 5th

- Registration 8:30 am - 11:00 am
- Session 1, 9:00 am - 10:00 am
 - Senior Services
 - Creating Inclusive Library Enviroments
 - \$37 Computers
 - "Survey Says!" Results from the 2018 WVLA Trustees Division Survey
- Session 2, 10:15 am - 11:15 am
 - Small & Rural Programs
 - No You Cannot Touch My Hair!: Microaggressions in the library workplace
 - Voluntary Certification Program
 - Students and Research Needs
- Vendors & Lunch, 11:15 am - 12:30 pm
- Session 3, 12:45 pm - 1:45 pm
 - Seniors with Children
 - Climbing a Family Tree Scares Me, a Roundtable Discussion on Genealogy
 - #SMFYCBL (Social Media for Your Crazy Busy Library)
 - Building a Better Summer Library Program
- Roundtables, 2:00 pm - 2:30 pm
- Vendors & Snacks, 2:00 pm - 2:45 pm

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- Crossing Over: What are you doing to bridge the digital divide and where can you from there?
- Anyone Can Provide Meaningful Programs
- Tech Support
- Special meetings, 4:15 pm - 5:00 pm

Friday, April 6th

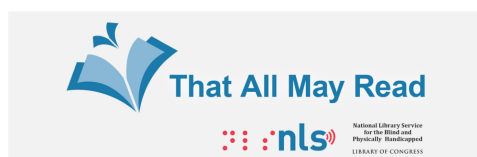
- Registration 8:30 am - 11:00 am
- Session 1, 9:00 am - 10:00 am
 - Creating Healthy Story Times
 - The Wonderful, Wizarding World of Harry Potter
 - Have It Your Way: Customizing One-Shot Instruction With Menus
- Session 2, 10:15 am - 11:15 am
 - Exploring WVU Extension Service and Library Partnerships
 - Something Old - Something New - Something Borrowed - But Mostly New from PBS and WVPB!
 - The Little Program That Could: Revamping Programming in an Academic Library
- Vendors & Lunch, 11:30 am - 12:30 pm
- Session 3, 12:45 pm - 1:45 pm
 - Crafts-R-Us
 - Merging Music and Literacy for Summer Reading Programs and Storytime
 - Distance Learners: Providing Support to Students in a Galaxy Far, Far Away
- Vendors & Snacks, 1:45 pm - 2:15 pm



To register, visit the [WVLA web site](#).

Be sure to drop by the WVLC table. We look forward to seeing you in Summersville!

NLS Launches New Outreach Program



The National Library Service for the Blind and Physically Handicapped is expanding its national outreach program. In addition to Internet promotional efforts, it has added radio and television advertising as well.

The campaign is designed to educate the public about the free services available to U.S. residents with visual impairments and other disabilities. To watch the new TV commercial from the NLS, visit the [Library's YouTube channel](#).

The WVLC supports the work of the NLS, and WVLC Special Services offers a wide range of free services to West Virginians who cannot utilize standard size print. To learn more, visit the [WVLC Special Services web site](#).

Putnam County Library Provides a Helping Hand to County Voters

Voters in Putnam County will have the opportunity to try out the county's new touch-screen voting machines by visiting Putnam County Libraries this spring. A voting machine has been placed in each branch of the Putnam library system to allow voters to try them out before the May primary election. Library Director Megan Tarbett says library staff has been trained on how to use the new machines, and will provide information and help patrons practice with the new



"Your public library is where you should always go to find answers to the questions you have," Megan said. "Especially with new technology. We're very pleased to be partnering with the county on that to further the democratic process."

Hamlin-Lincoln County Public Library Hires New Director



The long-time Director of the Hamlin-Lincoln County Public Library, Margaret Smith, is retiring, and the library has turned to the WVLC for her replacement. Melissa Brown, the WVLC Continuing Education Consultant, will take over for Margaret this month. Melissa has spent the past two years traveling West Virginia's country roads, visiting libraries all over the state, and providing librarians with continuing education support.

Congratulations to Margaret for her well-deserved retirement, and to Melissa on her new job.

WV Legislature Approves Library Funding Legislation



Governor Jim Justice has signed **HB 2890** into law, which establishes a **Library Facilities Improvement Fund**. Although no dollars have been allocated yet, this bill marks the start of an effort to provide much needed funding for library building renovations. WVLC Secretary Karen Goff says the commission will work on developing rules for dispensing facility funding, when available, to library systems across the state.

Join Libraries Across the Nation Celebrating National Library Week

Libraries across the nation highlight how they lead in their communities during National Library Week, April 8 through the 14, 2018. For the celebration, the Library Commission is organizing two contests and a Facebook promotional frame.

The for-all-ages contests include a bookmark design challenge and an essay competition. Links for both are available on the [WVLC website](#).

The Facebook promotional frame will be available during National Library Week on the WVLC Facebook page. As part of the promotion, the agency will be using the hashtag #wvlibrarieslead to promote activities across the state.

WVLC will also have a photo booth at Spring Fling on April 5 and 6, so librarians can participate, inquire about the contests, or pick up additional handouts.

For any additional information, please contact Heather Campbell-Shock at 304-558-2041.



Let's Read West Virginia!

Association of Secondary School Principals will promote a day to share reading across the state - **Let's Read West Virginia Day**, Friday, April 13. Let's Read West Virginia Day will celebrate literacy and the joy of reading.

Every school, workplace and organization is being asked to create a thirty to sixty minute read-aloud, group, or silent reading activity on April 13. This day was chosen in conjunction with National Library Week and will take the place of both organization's annual read-aloud activity that was missed this year on the birthday of Dr. Seuss.

The principals' associations are working in conjunction with the West Virginia Board of Education, the WV Department of Education, the Commissioner for the West Virginia Division of Culture and History, the WV Library Commission, and the West Virginia Arts Commission.

Health Exhibit at the Philippi Public Library



The Children's Health Insurance Program (CHIP) was the focus of an exhibit last month at the Philippi Public Library. The event honored the 20th anniversary of the program, which extended health coverage to millions of uninsured children when it became law in 1997.



Former West Virginia Senator Jay Rockefeller was instrumental in creating CHIP and in forming a coalition in Congress that backed the expansion of children's health care. The John D. Rockefeller IV School of Policy and Politics, along with West Virginia University Libraries, the West Virginia & Regional History Center, the Barbour County Health Department, and the Philippi PL were co-sponsors of the event.

In addition to honoring CHIP, the event provided information and a presentation related to nutrition, physical fitness, and disease prevention, along with interactive activities for children.

WVLC Notices

- **April 5-6 - WVLA Spring Fling**, Summersville Arena & Conference Center
- **Hamlin-Lincoln County Public Library:** Melissa Brown is the new Library Director
- **Upshur County Public Library:** Paul Norko is the Acting Director
- **Louis Bennett Public Library:** Katrina Johnson is the Acting Director
- **Louis Bennett Public Library:** Job opening for permanent Library Director
- **Fayette County Public Library:** Job opening for a Library Director
- **Parkersburg-Wood County Public Library:** Job opening for an Adult Services Librarian
- **Spring Hill Public Library, Spring Hill, TN:** Job opening for Library Director
- **Kaubisch Public Library, Fostoria, OH:** Job opening for Library Director



The American Library Association's [Center for the Future of Libraries](#) is now accepting applications for its 2018 Fellowship program.

The Future of Libraries Fellowship will provide an individual or group with a stipend of \$10,000 to advance new ideas and perspectives for the future of libraries through the creation of a public product – report, white paper, video, resource, tool – that will help library professionals envision the future of library collections, services, spaces, technologies, or partnerships. Projects may build on existing work, research, or initiatives of the Association, its Offices, Divisions, and Round Tables, or explore new directions and interests.

The fellowship is available to individuals in the library profession as well as those from other disciplines with a demonstrated interest in libraries and their futures. The deadline for proposals for the 2018 fellowship is May 15, 2018.

Visit the [Future of Libraries Fellowship page](#) for more information or to apply.



WVLC Book Discussion GROUP

JOIN and ADD to the DISCUSSION!

wage, a five-day work week, and equal pay for equal work. Ella's curiosity about the union leads her to attend a rally in a neighboring town, but when she gets up on stage to sing a song that she wrote, she becomes an unexpected star of the labor movement. Her prominence makes her a target for those who view union members as communists, and Ella's belief that African-Americans should be included in the union places her in even more danger. But Ella's voice isn't the only one Cash explores—there are multiple points of view, including Ella's now-elderly daughter Lilly, an African-American porter named Hampton, and several others whose lives intersect with Ella's. Cash vividly illustrates the difficulties of Ella's life; her exhaustion and desperation leap off the page. She faces extreme hardship in her fight for workers' rights, but it's always clear that she keeps going because of her love for her children. Although it is initially a bit difficult to keep so many points of view straight, it is satisfying to see them all connect. It's refreshing that Cash highlights the struggles of often forgotten heroes and shows how crucial women and African-Americans were in the fight for workers' rights.

A heartbreaking and beautifully written look at the real people involved in the labor movement.

Contact Library & Development Services to request this book for your book group at 304-558-2041 or at susan.p.bailey@wv.gov.

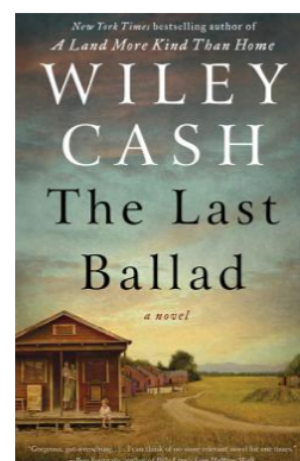
Featured Book of the Month!

The Last Ballad

by Wiley Cash

Inspired by the events of an actual textile-mill strike in 1929, Cash creates a vivid picture of one woman's desperation.

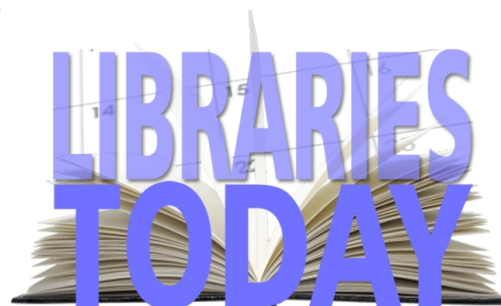
Ella May Wiggins works long, grueling hours in a mill, but it still isn't enough to keep her children fed. The year is 1929, and fed-up workers are fighting for rights like a standard



40 years ago, the West Virginia Library Commission had a vision - to create a television studio which would produce high quality content for all West Virginians. From that vision, the Library Television Network was born.

In this month's episode of *Libraries Today*, we look back on the pioneers who built the network and the legacy they left behind.

Check out *Libraries Today* - now available on the [Library Television Network's YouTube Channel!](#)



CONTINUING EDUCATION

[Click Here to Read More About the WVLC Continuing Education Requirements for Directors & Staff](#)

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 West Virginia Library Commission	View Upcoming Webinars & Training CLICK HERE 
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Highlighted Content from WebJunction

These resources can help you strengthen your library and services to the community, explore them today!

- [Immigrant Asset Mapping at Halifax Public Libraries](#): TechSoup for Libraries profiles the Halifax Public Libraries in Nova Scotia and the excellent work they do to serve these specialized patrons.
- [Best Board Games of 2017](#): John Pappas is Head Librarian at the Elkins Park Free Public Library, Cheltenham Township Library System. He has contributed numerous WebJunction articles and presented a webinar on board games and libraries. In this article he shares his top game picks from 2017. There are some great ideas for your library's gaming collection!

Upcoming Webinars

If you can't attend a live session, all WebJunction webinars are recorded and available for free in the [course catalog](#).

Tuesday, April 17, 2018 ♦ 3:00 pm ♦ 1 hour

[Register here.](#)

In 2008, OCLC published *From Awareness to Funding: A Study of Library Support in America*, a study of the awareness, attitudes, and underlying motivations among US voters for supporting library funding. The research dispelled long-held assumptions and provided eye-opening insights about who supports public library funding and for what reasons. A decade later, OCLC has partnered with PLA and the ALA Office for Library Advocacy to investigate perceptions and support among US voters today, and how they may have shifted in the intervening years. In this session, presenters will share key findings and analysis from summary report (due to be released in late March); provide new details on library super supporters and probable supporters in context with other library trends and research; and kickstart the discussion on how library leaders and advocates can act on these findings.

Presented by: **Marci Merola**, Director, American Library Association Office for Library Advocacy; **Larra Clark**, Deputy Director, ALA Office for Information Technology Policy and the Public Library Association; and **Sharon Streams**, Director, WebJunction, OCLC Research

User-centered Assessment: Leveraging What You Know and Filling in the Gaps

Tuesday, April 24, 2018 ♦ 3:00 pm ♦ 1 hour

[Register here.](#)

Whether you're trying to decide how to allocate your library's resources or make the best use of your space, formal assessment tools can guide your decision-making. This session will cover why formal assessments are more effective than anecdotal data, and will help you learn how to plan effective evaluations. You will learn how to use what you already know about your patrons, how to determine what information you still need, and how to formulate questions to get you there.

This webinar is the first in a three-part series bringing together research and practice from across library sectors, covering the ins and outs of creating, and implementing assessments that provide insightful, actionable data

Presented by: Presented by **Kara Reuter**, PhD, Digital Library Manager, Worthington Libraries (OH); and moderated and co-presented by **Lynn Silipigni Connaway**, PhD, Senior Research Scientist and Director of User Research, OCLC Research

Events · WebJunction Events Calendar

WebJunction Events Calendar

To view a complete list of past WebJunction webinars, go to: [WebJunction Event Archives](#)



WebJunction webinars are live audiovisual programs that are conducted online via WebEx web conferencing. Anyone who has an Internet connection can participate, listening to the audio broadcast through speakers or headset, or via phone. These **free** events allow you to meet and learn from library leaders and fellow library practitioners.

WebJunction's catalog of courses and webinar archives on library topics is now open to all library workers and volunteers across the nation. A certificate of completion is provided after you have completed any course or webinar that you enroll in. [Catalog »](#)

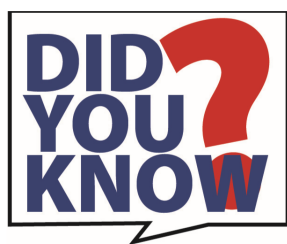
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Information School at the University of Wisconsin-Madison Webinar Series

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- **April 3** at 1 pm: **Legal Reference Services: Helping Access To Justice.** Jaime Healy-Plotkin ('04), Cataloger, Wisconsin State Law Library
- **April 17** at 1 pm: **Budget-Neutral Digital Projects for Small Institutions.** Lauren Gottlieb-Miller ('14), Librarian, The Menil Collection
- **May 1** at 1 pm: **Tutorial Creation 101.** Stephanie King, ('13), Public Services Librarian, Illinois Valley Community College
- **May 15** at 1 pm: **Academic Library Space Planning.** Charles Forrest ('79), 21st Century Libraries Consulting

Read full descriptions at the [UW-Madison website](#).



Boone County did not receive its first permanent public library until 1974, when one of Madison's two banks sold its original building to the Boone-Madison Library Board for one dollar. Branch Libraries were soon established in Wharton in 1977, Racine in 1980, and Whitesville in 1984. Prior to 1974, Boone County was served by a small voluntary library in the 1920's and by bookmobiles in the 1960's and 70's. The library system now serves more than 25,000 residents in Boone County.

Mark Your Calendar!



- April:** School Library Month
- April:** National Poetry Month
- April 2:** Children's Book Day
- April 8-14:** National Library Week
- April 10:** National Library Workers Day
- April 11:** National Bookmobile Day
- April 13:** Let's Read West Virginia Day
- April 21-28:** Money Smart Week
- April 22-28:** Preservation Week
- April 22:** Earth Day



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Karen E. Goff

Executive Secretary

West Virginia Library Commission

West Virginia Library Commission

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